

THE ANATOMY OF AN EFFECTIVE 20 SECOND PODCAST AD

The Core Structure



Tailoring The Ad to The Audience

1. Align the Hook with the Listener’s Problem

Use the opening seconds to tap into a pain point, desire, or situation relevant to the content they’re listening to.

2. Align the Message with the Genre’s Purpose

Adapt your message to match the tone and intent of the show genre—educational, entertaining, relaxing, etc.

3. Align the CTA with the Listener’s Headspace

Choose an action that feels natural for the moment—based on time of day, genre, or how deep into the funnel they are.

GENERIC AUDIO AD

Turning podcast listeners into customers shouldn’t be complicated.

With AdManager.fm, you can create and launch audio campaigns across millions of podcasts, in one place. No expertise necessary.

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